

**The University of Hawaii at Manoa Library**  
**Webpage Content/Design/Style Guidelines**  
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# **The University of Hawaii at Manoa Library Webpage Content/Design/Style Guidelines**

## **General Site Design**

1. Use of all graphics and text must follow copyright and licensing guidelines. See the following webpage for terms of use information about our website:  
<http://library.manoa.hawaii.edu/about/termsfuse.html>
2. Design pages for accessibility  
(See section on Accessibility.)
3. Plan the overall structure of the website so it is well organized and easy to use. The templates provided have already organized the structure of the page. You can view these templates at following location on the intranet:  
<https://libstaff.manoa.hawaii.edu/committeesandprojects/webredesigncommittee/web-site-templates/templates/>
4. Use templates and style sheets for visual consistency across webpages on the site.
  - a. Identify all graphics.
  - b. Use consistent background, link and text colors.
  - c. Use consistent font style and size.
5. The site was designed using Adobe Photoshop CS2, Illustrator CS2, and Notepad. It is regularly updated using HomeSite5 and Dreamweaver MX 2004.

## **Individual Page Design/Content**

### **HOMEPAGE**

It is intended that the homepage maintain a clean and uncluttered look.

1. The left column will not contain an overabundance of links.
2. The News & Events section will need to contain pertinent and timely information.
3. The design will follow guidelines specifically detailed in this document by
  - a. Using consistent link and text colors as formatted in the CSS file attached to the Website
  - b. Using consistent font style and size as formatted in the CSS file
4. If emphasis is required in the News & Events section, a small image can be added, which will link to descriptive text.

Every effort will be made to maintain a visual balance of the main content, which is divided into four sections.

### **ENTIRE PAGE**

1. All pages should have the extension **.html**, not **.htm**.
2. File names should be lower case with no special characters or spaces.
3. Page titles as designated in the **<title>** tag should be clear and descriptive. The format includes the title for the actual page before the pipe plus | University of Hawaii at Manoa Library. Therefore the title of the Research Tools page would be the following:

4. Follow good principles of design for the computer:
  - a. Break text blocks up. Inject space into long blocks of text with indents or paragraph spacing.
  - b. Don't use lots of graphics.
  - c. Don't make graphics larger than necessary. The "safe area" for webpage graphics is determined by two factors: the minimum screen size in common use and the width of paper used to print webpages. Most display screens used in academia and business are seventeen to nineteen inches (forty-three to forty-eight centimeters) in size, and most are set to display an 800 x 600-pixel screen.
    1. gif image thumbnails should be saved with a resolution of 72 dpi and usually 80-150 pixels wide and 100 pixels tall.
    2. gifs as full-size images should be saved with a resolution of 72 dpi and approximately 150 pixels wide and 300 pixels tall for example for a vertical image. (The largest image that will display nicely on a standard 17" monitor is no larger than approximately 600 pixels by 500 pixels.)
    3. Optimize photos for the web. Make sure JPEGs are compressed as much as possible without ruining the image display quality. The resolution is 72 dpi, and sized approximately 150-300 pixels.
    4. Run images through a web image analyzer to check for loading time. See <http://www.websiteoptimization.com/services/analyze/wso.php> or [http://www.netmechanic.com/cobrand/zd\\_dev/accelerate.htm](http://www.netmechanic.com/cobrand/zd_dev/accelerate.htm) .
5. Use HTML to define content, not for design purposes.
  - a. <h1> - for headers (for the displayed title of the page)
  - b. <p> - for paragraphs
  - c. <div> - division
  - d. <ol> or <ul> and <li> for lists
  - e. <br /> - for line break
  - f. <table> - for table containing real data
6. The presentation of the page will be defined in the style sheets.
  - a. Font size and style
  - b. Link colors
  - c. Styles for headers
  - d. Body color
7. Use **width** and **height** attributes within the image tags.
8. Use **alt** attribute within the image tag. The image description should be concise, describing content and function in just a few words. See <http://www.cs.tut.fi/~jkorpela/html/alt.html#thumb> . Avoid phrases such as **Image of** as the screen reader knows that it is an image and relays this information automatically.
9. Use escaped characters when possible, except for the pipe in the <title> and <h1>.  
Common ones:

&=&amp;

“=&quot;

10. Use XHTML tags instead of HTML.

See <http://www.yourhtmlsource.com/accessibility/xhtmlexplained.html> .

- a. Use all lower case for tags and attributes.
- b. Close all tags and use the “space />” format for single tags (ex. <br /> or <hr />).
- c. Well-form your document with correctly nested tags. Nested tags now must be opened and closed in the order they were opened. A wrong nested tag order would be:

```
<strong><em><u>Mary had a little lamb.</strong></u></em>
```

The right nested tag order should be:

```
<strong><em><u> Mary had a little lamb. </u></em></strong>
```

- d. Attribute values must be quoted as in  

```
<hr width="50%" align="center" />
```
- e. Use the **id** attribute to make internally anchored links instead of the **name** attribute. For a while you should probably include both so that your links still work on older browsers, but this will be the method used in future. The **name** attribute has been deprecated.  

```
<a href="#section">link</a>  
<p id="section" name="section"></p>
```
- f. Make sure all images have **alt** or alternative text attributes. It is recommended **not** to use images to format a page; however, if the image is used for spacing, designate the **alt** attribute as follows:  

```

```
- g. All text must be placed in a block-level element such as a **<p>** or **<div>**.

11. Avoid the **blink** tag.

12. Use **<strong>** for semantic emphasis and **<b>** for a cosmetic or presentational look. For example you would use **<strong>** in the following sentence for emphasis:

“I told you to go **now!**”

You would use the **<b>** tag if you wanted to present the text in the following manner:

The water-bug is drawing the shadows of evening toward him across the water.

## PAGE HEADER

1. Make sure important information on each page is visible on first screen.
2. If page is long, use a table of contents at top of page. See the following template as an example:  
<https://libstaff.manoa.hawaii.edu/committeesandprojects/webredesigncommittee/web-site-templates/templates/>
3. The following items are included on the templates and should be a part of the header on all pages: the Library logo; top navigation links to Home | Research Tools | Personal Services | About the Library; a sub-navigation to Ask Us | Find Books & Media | Your Account | Site Search.

4. Pages with department or collection information should use the appropriate template which displays contact information specific to that department at the top left-hand side of the page.

## PAGE CONTENT

1. Write linking text so that it makes sense without the link if the page is printed out. Especially avoid language like “click here”.
2. When using a **mailto:** link, include the full email address in the text. Therefore do not use “email Jane Doe” but rather “email Jane Doe at jdoe@hawaii.edu”. This gives the user the actual email address if the page is printed.
3. Avoid links that are not relevant to the page.
4. If the page is long, include return links to the top at breaks in the text. Use this phrase: “Return to Top of Page”.
5. Avoid use of tables except for displayed information in data format. Structure tables so their intellectual content is clear in text browsers.
6. When referring to a document available on the web, make it a link.
7. Avoid using underlined text or colored text that could be confused with a link.
8. Make sure that the page content is not placed outside of the **div** container. You will see comments in the code to this effect as follows:  

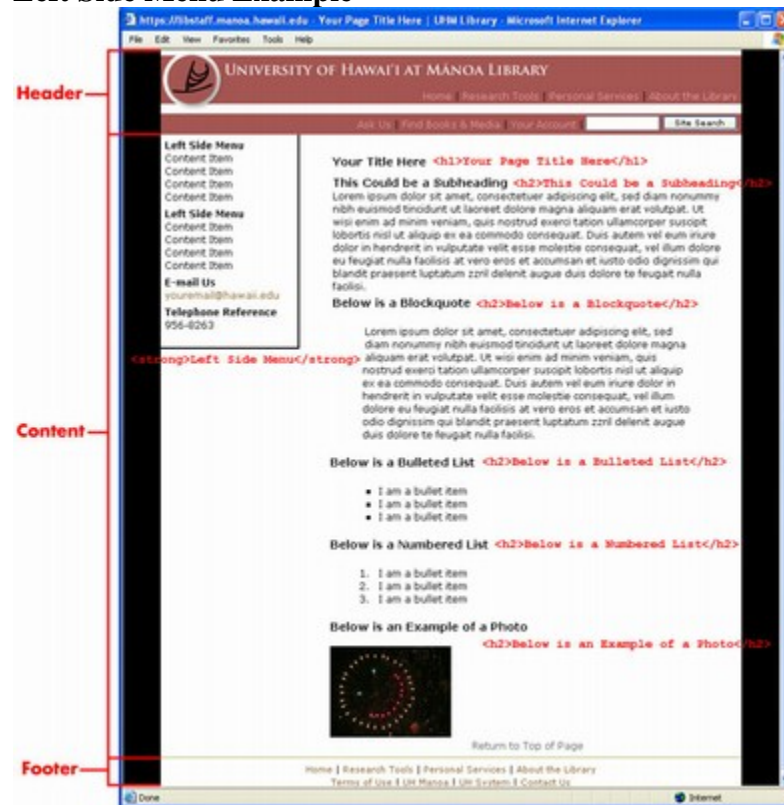
```
<!-- The /divs above this note closes div container2. DO NOT ADD ANYTHING AFTER THIS COMMENT! -->
<!-- div footer2 should go outside of div container2 to keep footer at bottom of screen -->
```
9. Read the **comments**, such as found in the above example, in the page code to help guide you.
10. Use header tags consistently:
  - a. <h1> - For the displayed title of the page
  - b. <h2> - Main categories
  - c. <h3> - Sub categories



## No Menu Example



## Left Side Menu Example



11. Link to the following style sheets:

```
<link rel="stylesheet" href="http://library.manoa.hawaii.edu/css/4columns2.css" type="text/css" />
```

```
<link rel="stylesheet" href="http://library.manoa.hawaii.edu/css/print.css" type="text/css" media="print" />
```

## PAGE FOOTER

1. The following items are included on the templates and should be a part of the footer on all pages:

[Home](#) | [Research Tools](#) | [Personal Services](#) | [About the Library](#)  
[Terms of Use](#) | [UH Manoa](#) | [UH System](#) | [Contact Us](#)

2. The div footer should go outside of the div container to keep the footer at the bottom of the screen.

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7. The design will follow guidelines specifically detailed in this document by
  - a. Using consistent link and text colors.



- b. Using consistent font style and size.
8. If emphasis is required in the News & Events section, a small image can be added, which will link to descriptive text.
9. Every effort will be made to maintain a visual balance of the main content, which is divided into four sections.

### **Procedural/Technical**

1. Pages should be updated and links checked at least once a year. More often is recommended.
2. Avoid browser-specific markup and terminology. Pages should be able to be viewed correctly no matter what browser is used.
3. Spell check and proofread pages.
4. Check documents in a variety of browsers and platforms. Every Web browser interprets HTML and CSS tags a little differently. Tables, forms, and graphic positioning and alignment tags will all work a bit differently in each brand or operating system version of Web browser.

Pages were checked in the following:

- a. IE 6.0 on Mac and Windows
  - b. Firefox on Windows
  - c. Safari on Mac
  - d. Netscape 6.2 on Mac and PC
5. Use comments in the code so markup will be clear to those using it in the future.

### **Accessibility**

Accessibility means making your site available to as broad a range of visitors as possible. For a website to be accessible means that it is coded well, it is easy to navigate, and it works in everyone's browser.

- Use current and standard markup languages
  - XHTML 1.0
- Use appropriate markup to define page content
- Use CSS for defining the presentation of a page
- Make sure links are clear out of context
  - Don't use **Click Here**
- Do not convey meaning with color alone.
- Color choices also affect people's ability to "see" a page. Approximately 10% of all Internet users have problems seeing colors, like those with color blindness. Avoid red and green together where contrast conveys meaning. The color scheme as displayed in the templates and outlined in the cascading style sheets take this into consideration.
- Provide alternate text for all images
  - a. The alternative text should serve the same purpose and convey the same meaning. The text should "replace" the image, not describe it.
  - b. When you're writing these values, you don't need to include the text 'image of' — this is inserted by the screen reader automatically.

- c. If there's text in the image, make sure to include this in the alternative text.
  - d. For active images that link to other pages, the alt text should indicate the link's **destination or function**. Don't write 'link to'.
  - e. For spacer images, or purely decorative images, use the null alt attribute alt=" ". This will allow the screen reader to skip over it.
- Validate your webpages using a validator found at <http://validator.w3.org/> .

### **Additional Accessibility Resources**

See <http://www.yourhtmlsource.com/accessibility/contentaccessibility.html> for content accessibility information.

See <http://www.w3.org/WAI/> for complete accessibility guideline.